



The famous C.B.S.
RADIO *Laff-Riot!*

ATLAS

DEC.
NO. 13

my
Friend

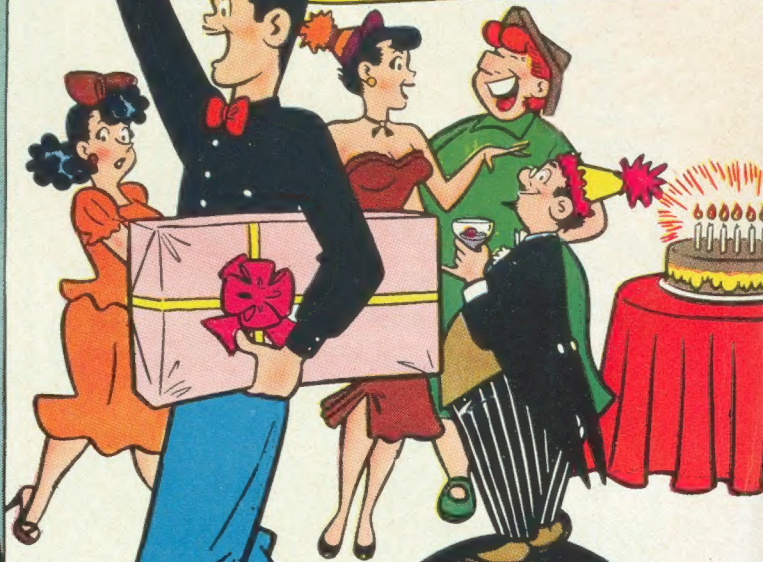
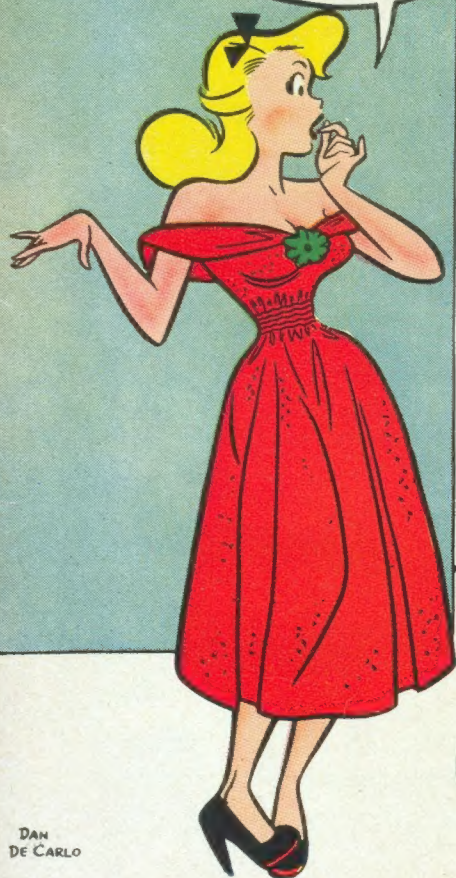
Irma

"MANY HAPPY RETURNS, IRMA!"

10¢
K

WHY? I'M
NOT GOING
ANYWHERE!

HAPPY BIRTHDAY
IRMA



NOW ON
SALE
EVERY
MONTH!

DON'T BE FAT!

CHEW

KAL-X

ENJOY CHEWING
GUM INSTEAD OF
FATTENING FOODS!
THEY'RE DELICIOUS!



It's
New!
Everybody
Is Chewing
KAL-X
GUM!

ONLY
PLUS
C.O.D.

SEND \$2
OR
AND
SAVE
POSTAGE

\$2

THIS IS IT!
THE AMAZING NEW FORMULA GUM!

CHEW YOUR WAY TO
A SLIMMER FIGURE!

NOW! — TRY THE KAL-X GUAR-
ANTEED TESTED PLAN! CHEW AND
LOSE WEIGHT! DON'T SUFFER HU-
MILIATION AND RIDICULE BY BEING
FAT! KAL-X IS DELICIOUS! ENJOY
CHEWING KAL-X BETWEEN MEALS IN-
STEAD OF FATTENING FOODS AND LOSE
WEIGHT! CHEW YOUR WAY TO A
SLIMMER FIGURE!

**"Lost
18 Pounds
in 2 Weeks!"**

I have been chew-
ing KAL-X about 2
weeks and it is very
good! I have lost 18
lbs. since I began
chewing KAL-X! I
don't want to be
without it so I want
you to send me 2
boxes, one for a
friend, and one for
myself.

—M. G.
Hamlet, N.C.



Prepared by
Professional
Model

DOCTORS AGREE: That fat
people tend to die younger and become
easy victims of many diseases! Your
doctor's recommendation and approval
is invited. If your excess fat is not due
to glandular or organic causes —
Don't Wait! Mail Coupon Below Today!
Don't miss dating and good times
because you're FAT! Try KAL-X
Tested Plan. Satisfaction or Money
Back! KAL-X IS NOT YET SOLD IN
DRUG STORES

MAIL THIS
COUPON

MAIL THIS COUPON TODAY!

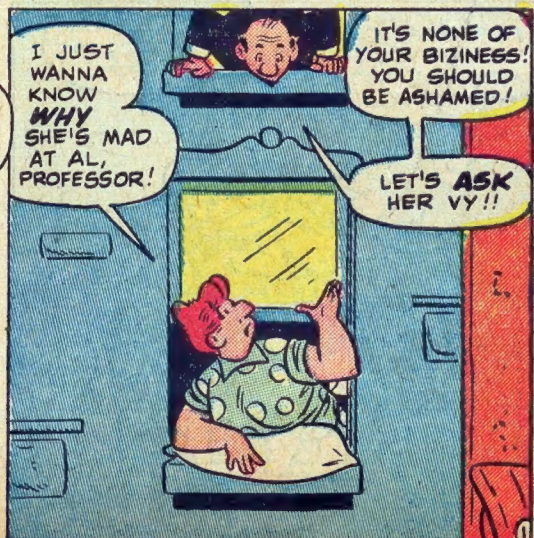
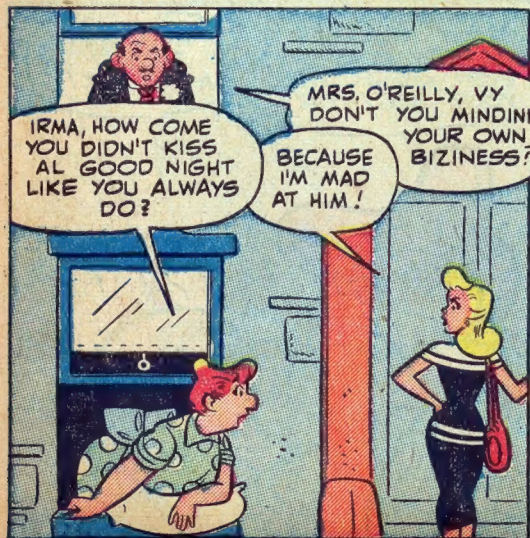
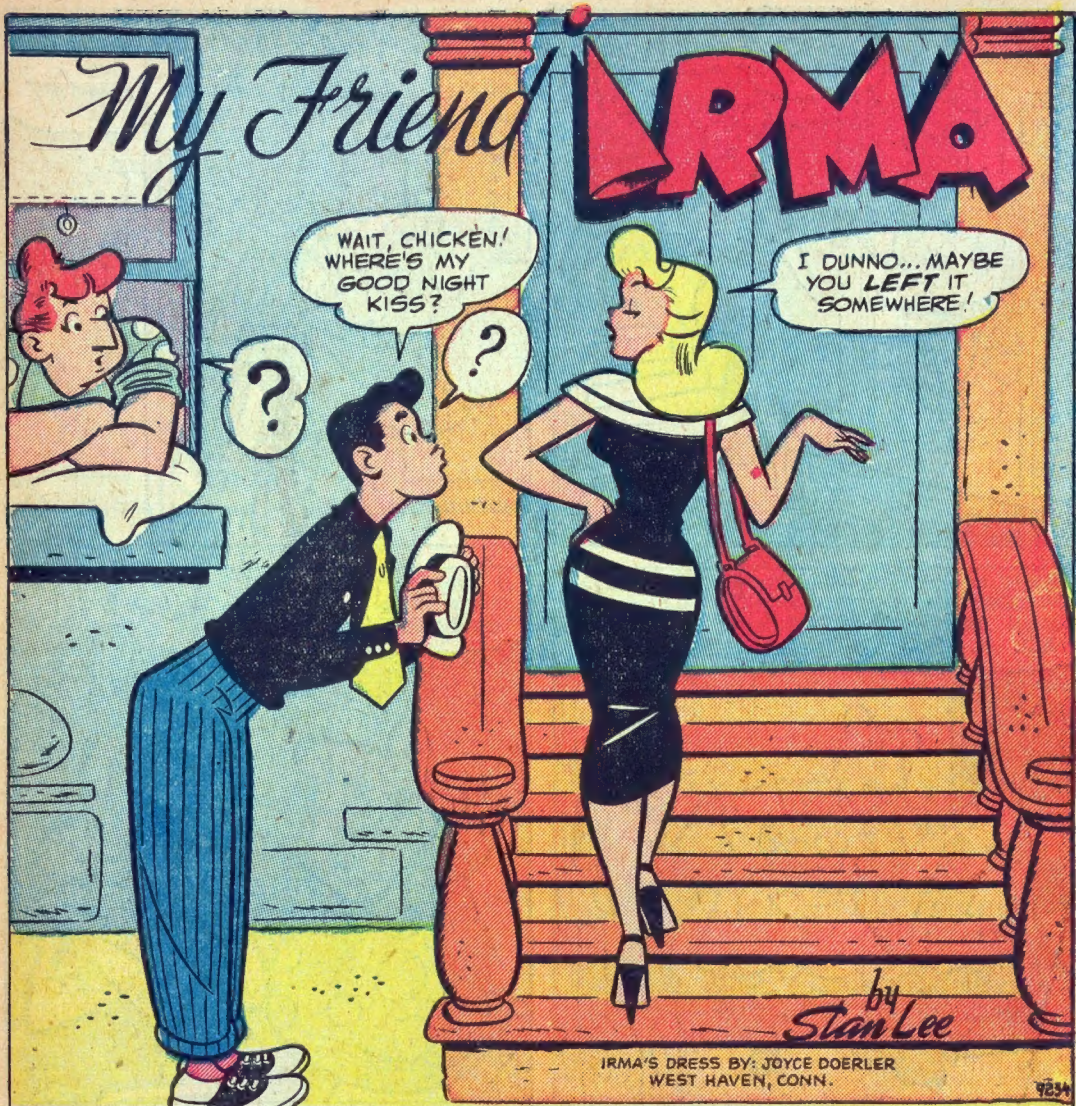
KAL-X GUM CO., DEPT. 10 A
Gen. P. O. Box 128, Jersey City 3, N. J.
Send 14-Day Supply of KAL-X and Tested
Plan for \$2.00 plus postage. ☐
I want to save C.O.D. postage so I enclose
\$2.00 with order. ☐.

Name.....
Address.....
Please Print

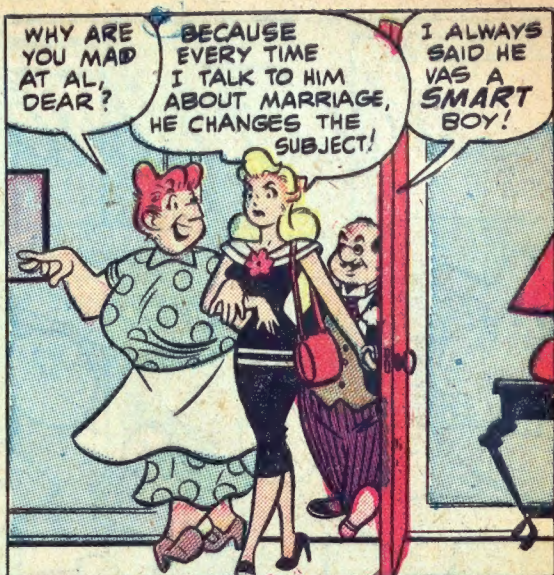
City.....Zone.....State.....
Guaranteed Money Back in 10 Days if Not Satisfied!

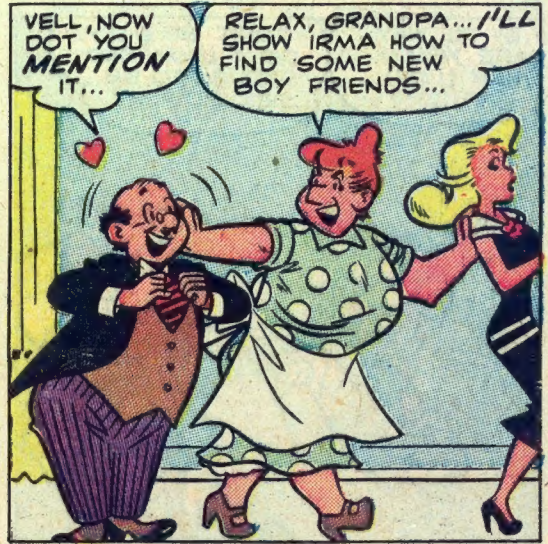
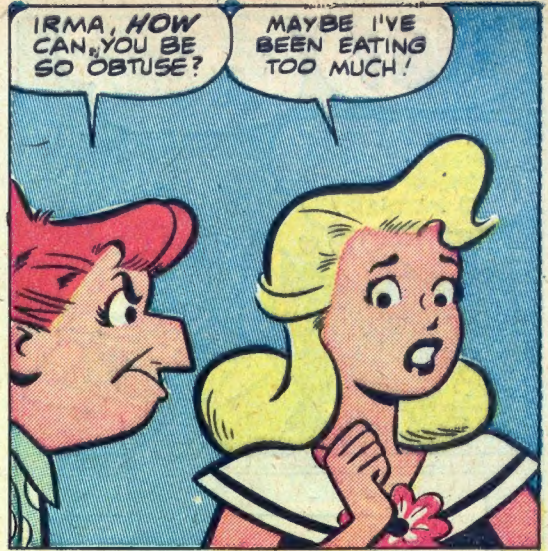
KAL-X GUM CO., Dept. 10A

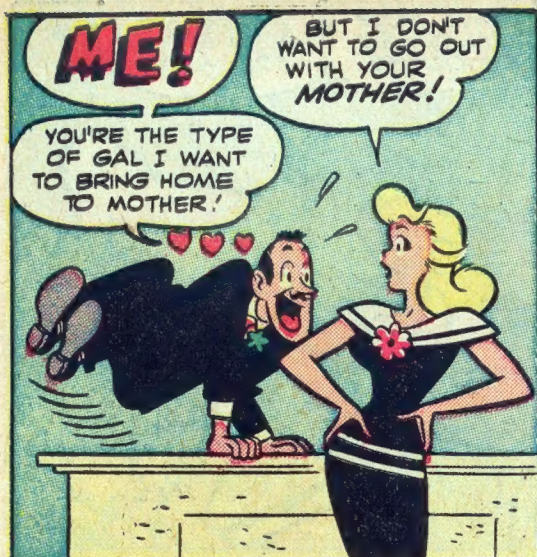
Gen. P. O. Box 128, Jersey City 3, N. J.

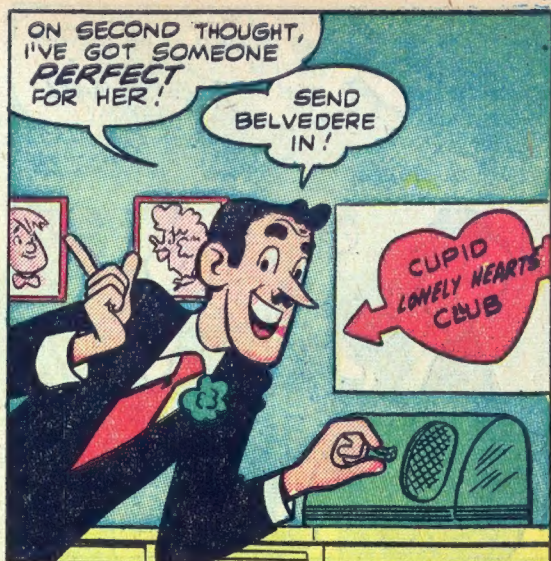


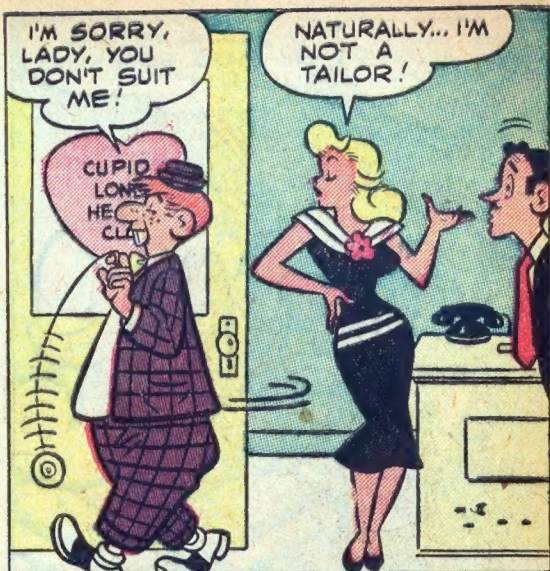
BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD











PHIL RIZZUTO
MOST VALUABLE PLAYER AMERICAN LEAGUE

WHAT BUILDS A CHAMPION BUILDS YOU!

THAT'S AN
IMPORTANT
TRAINING
FACT!

CUTAWAY VIEW OF
WHEAT KERNEL

THERE'S A
WHOLE KERNEL OF WHEAT
IN EVERY WHEATIES FLAKE!

See that wheat kernel bursting with dynamic
power? There's one of those in every
WHEATIES flake— ready to spark you
every day.

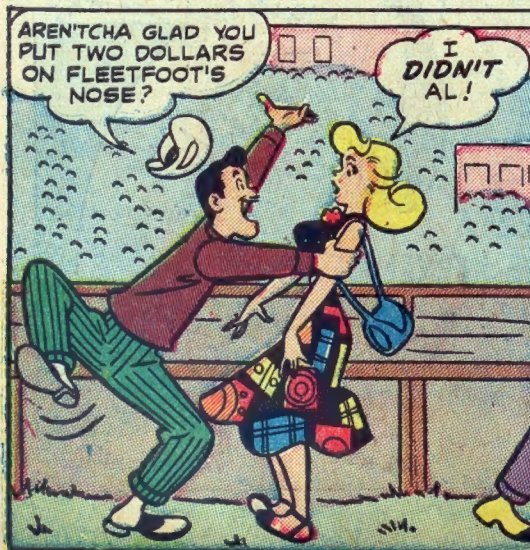
ENERGY

VITAMINS

IRON

"Wheaties" and "Breakfast of Champions" are registered trademarks of General Mills

BREAKFAST OF CHAMPIONS



My Friend

IRMA

HELLO, LADY... I'M
A DOOR-TO-DOOR
SALESMAN!

I'M SORRY...
I DON'T **NEED**
ANY DOORS!

3A

by
Stan Lee

9284

IRMA'S DRESS BY:
KAREN FORDS, RD. BOX 185A
SAN JOSE, CALIF.

BUT I'M
SELLING
SUBSCRIPTIONS!

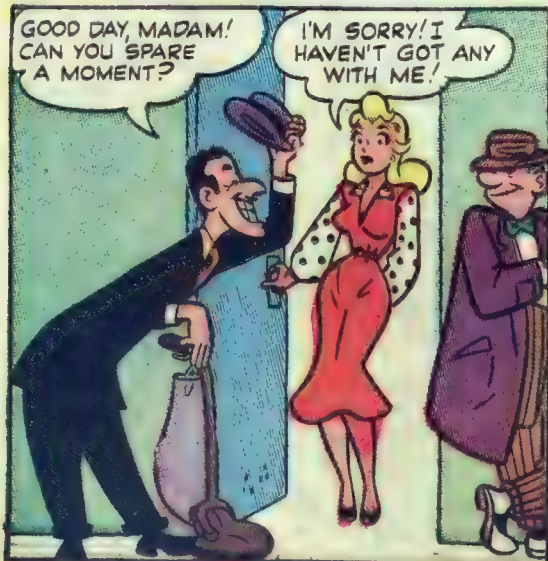
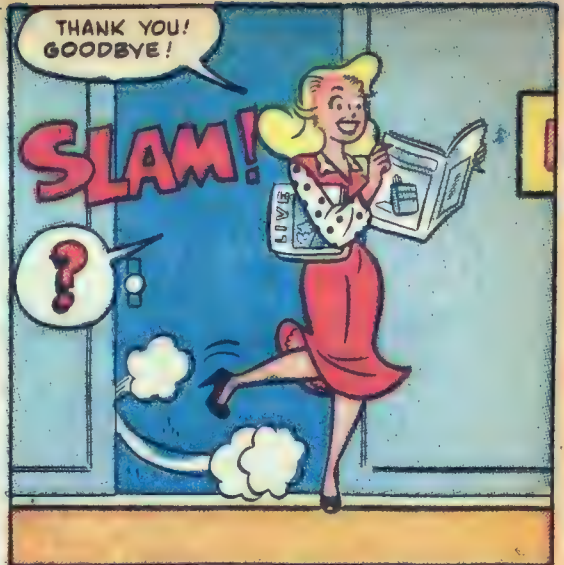
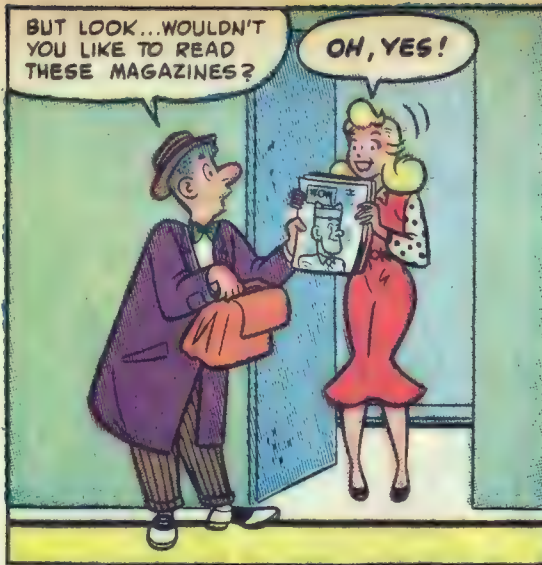
TOO BAD...
I **NEVER** WEAR
'EM!

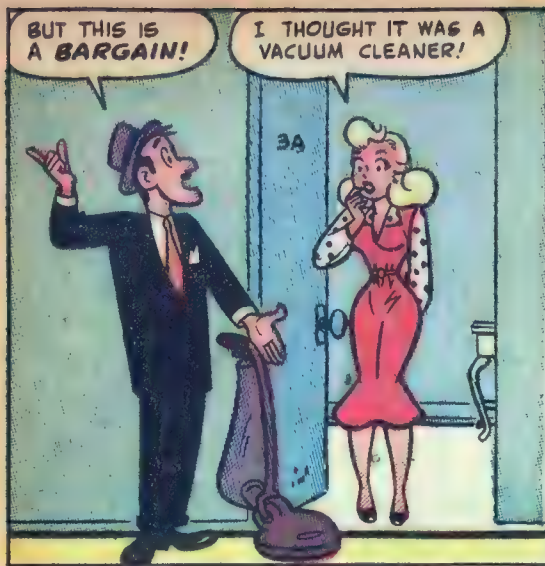
?

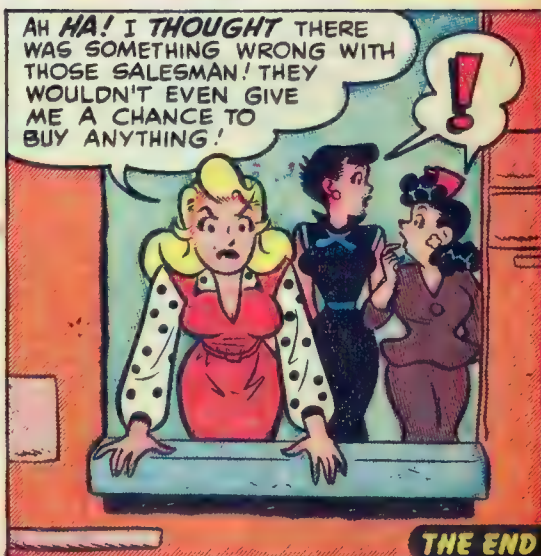
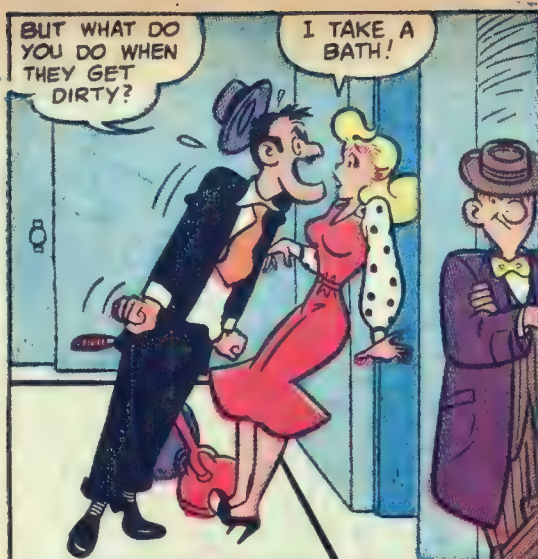
LADY, YA
DON'T **WEAR**
SUBSCRIPTIONS!

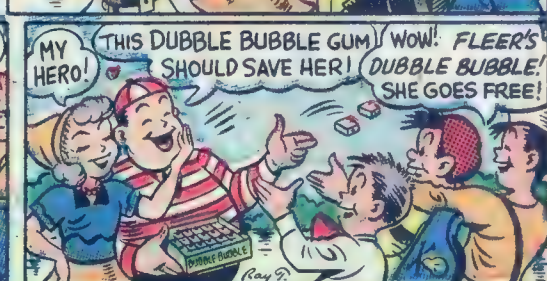
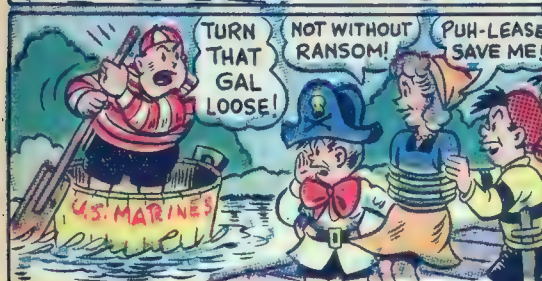
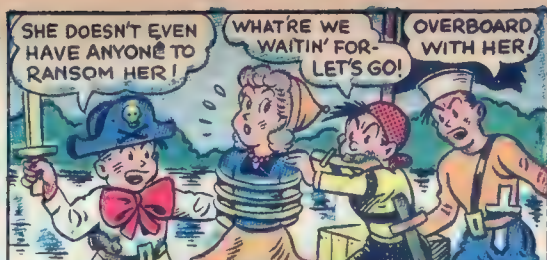
THAT'S
WHAT
I **SAID!**

I DON'T
WEAR
SUBSCRIPTIONS!









- FACTS, FORTUNES AND FUNNIES IN EVERY PIECE!

FLEER'S DUBBLE BUBBLE HAS THAT SWEET LONG-LASTING FLAVOR!

FUN TO CHEW! BLOWS BIGGER BUBBLES, TOO!

AVAILABLE ALL OVER THE WORLD

FRANK H. FLEER CORP., PHILADELPHIA 41, PA.

STAMPS



POSITIVELY GREATEST FREE OFFER

Rare Octagonal (eight sided) stamp, gorgeous Diamond, giant Triangle, also mammoth and midget stamps. ALL FREE to foreign approval buyers. Plus Free, Scott's International \$6.00 album and the latest Scott Stamp Catalogues. PLYMOUTH - DEPT. A60 Bell, California

118

DIFFERENT STAMPS including Commemoratives, Charities, Airmails, Burcharges, Sets, etc. Only 3c to APPROVAL BUYERS.

BADGER STAMP CO., Dept. N, MILWAUKEE 3, WIS.

\$25 Gigantic Gold Mine Mixture

WHOLESALE CLOSEOUT! 1000 Commemoratives, Pictorials, Airmails, etc. Unpicked, Off paper. Super value. A chance of a lifetime! Also wonderful penny approvals. Catalog to \$1 on request. WAYNESCO Box 7008 Long Beach, Calif. **\$100** Per Pk. Limit 1

STAMP COLLECTING OUTFIT

A packet of stamps from all parts of world. A package of stamp hinges; perforation gauge and millimeter scale; watermark detector. Everything ONLY 10c to approval buyers. LORRAINE W. BROWN, Dept. 10, Marion, Mich.

US COMMEMORATIVES

Columbians, Trans Mississippi, Pan Americans, Pan Pacific and ten different other commemoratives. All for 10c with your request for US approvals.

MODA STAMPS, Box 251-M Church St. Annex, N. Y. 8

20

STAMPS 50 YRS. OLD

Each stamp at least 50 years old or more, only 10c to U. S. approval applicants

Park Stamp Co., Box 191, Dept. M New York 21, N. Y.

FREE PRESIDENTIAL SET TO FAMOUS AMERICAN SET FLAG SET - PARK SET

A total of 90 U. S. stamps FREE to customers of our U. S. and Foreign approvals. Send 3c NOW for 15 of the above plus particulars. TRIBORO STAMP CO., Dept. 1909 145 Nassau Street New York 7, N. Y.

107

DIFFERENT 3c

Stamps from Cameroun, Malta, Cyprus, etc. To Approval Buyers

Dixie Stamp Co., Dept. 16 Milwaukee 1, Wis.

GIGANTIC CANADIAN BARGAIN

Complete set Royal Vist, Coronation, Jubilee, new George VI set, Confederation, Geo. V set, etc. A gigantic bargain. Only 1c to approval applicants. ENGLISH STAMP CO., Box 118 Dept. E So. Orange, N. J.

1c

FREE, SCOTT'S INTERNATIONAL ALBUM, VALUABLE COLORFUL COLLECTION, HINGES, OTHER BIG PREMIUMS.

Full particulars with approvals. Write today. 3c Postage please. RAYMAX 127-M William St., New York 7, N. Y.

RAYMAX 127-M William St., New York 7, N. Y.

100 DIFF. CHINA

Includes Airmails, Ships, Auto, Map, Heroes. To approval buyers. MODERN STAMP SERVICE Box 12, Dept. 500, Wakefield Sta., N. Y. 66

Box 12, Dept. 500, Wakefield Sta., N. Y. 66

1050 DIFFERENT STAMPS

given to approval applicants becoming customers. Send 3c for particulars, lists and approvals.

BRYSON STAMP CO., Drawer F-17, Rosford, Ohio

500 STAMPS 10c FOR ONLY

INCLUDES STAMPS CATALOGUING UP TO 25c EACH ALSO APPROVALS

MYSTIC STAMP COMPANY

Camden 3, New York

FREE CATALOG!

Beautifully illustrated! United States Stamps, Bargains in Packets, Albums & Supplies. Information for Beginners. HARRIS & CO., 111 Transit Bldg., BOSTON, MASS.

FREE! "The Stamp Finder"

Tells at a glance the country to which any stamp belongs. 32 pages illustrated. Includes valuable "Stamp Collector's Dictionary," Stamp Treasures and World's Ten Rarest Stamps. Also Approvals. GARCERON STAMP CO., Box 1113, Calais, Maine

25 DIFFERENT INDIA 3c

to approval applicants. Premium with Purchases. BRANDWEIN STAMP CO., Box 922, Bayonne, N. J.

FREE ILLUSTRATED ALBUM, WITH--

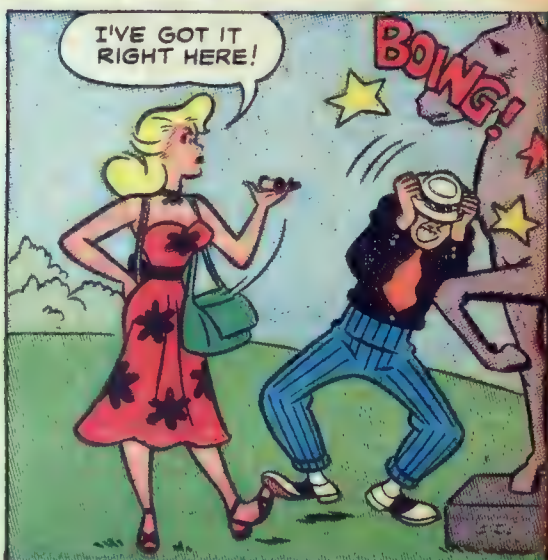
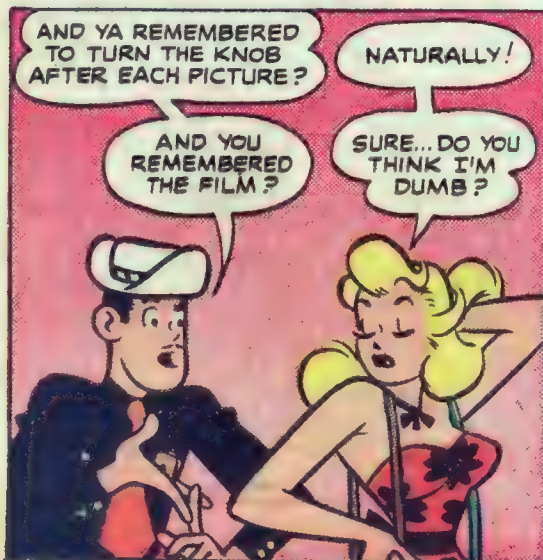
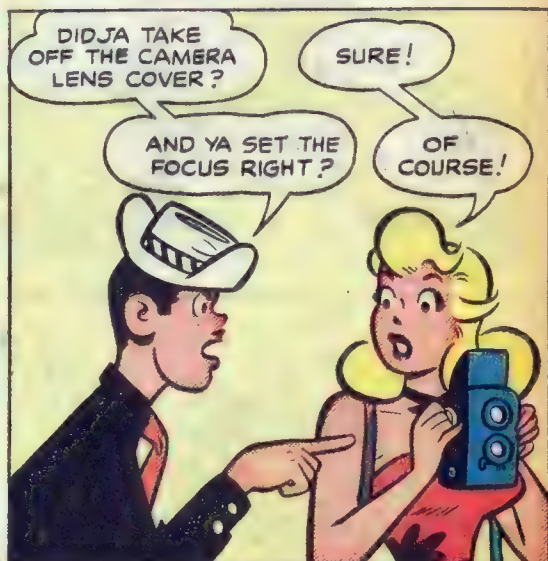
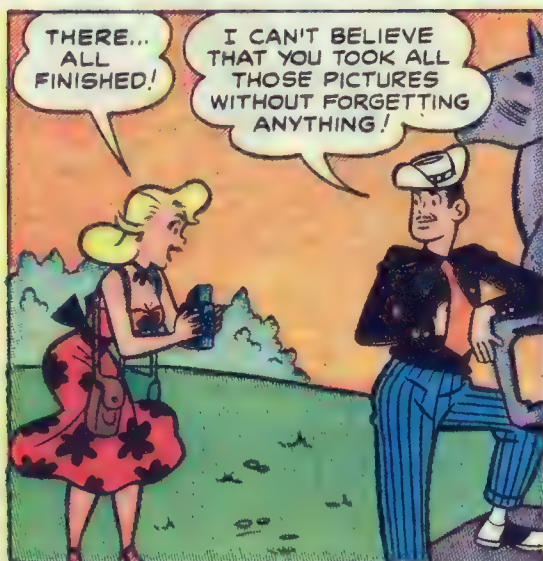
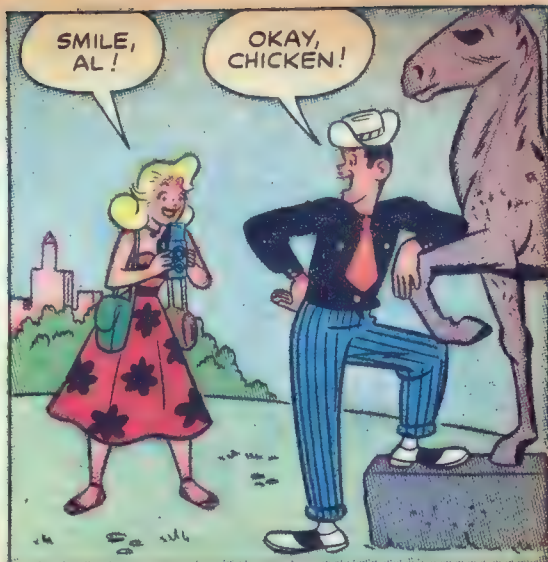
100 WORLDWIDE DIFFERENT STAMPS

Only 5c to Approval Buyers. BOERGER STAMP CO., Dept. 1701, Toledo 5, O.

BOERGER STAMP CO., Dept. 1701, Toledo 5, O.

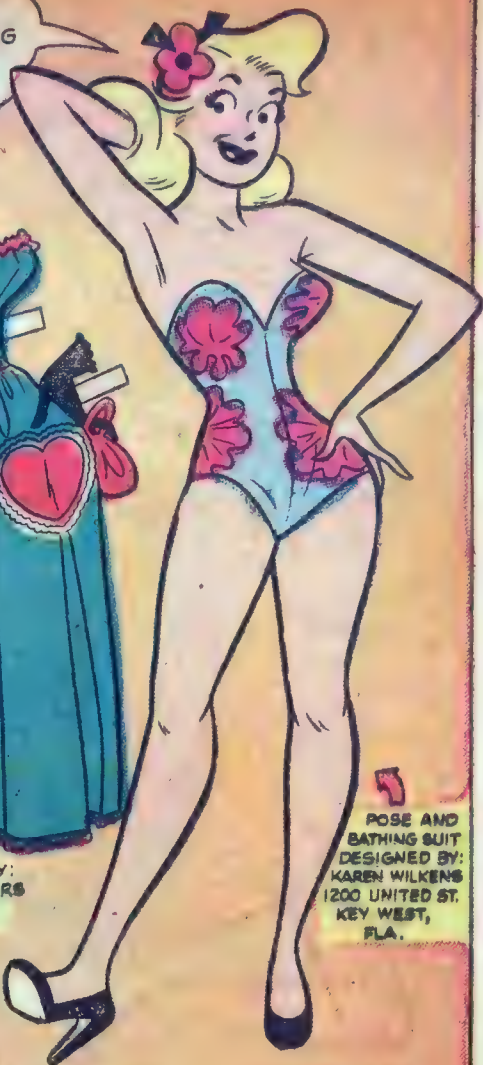
55 DIFF. UNITED STATES 5c

Including AIRMAILS, PRESIDENTIALS, high values, 19th cent. commemoratives, coils, revenues, etc. To applicants for our GAIN APPROVALS. FREE BIG LISTS included. W. C. BOOKMAN, Box 145E, Maplewood, N. J.

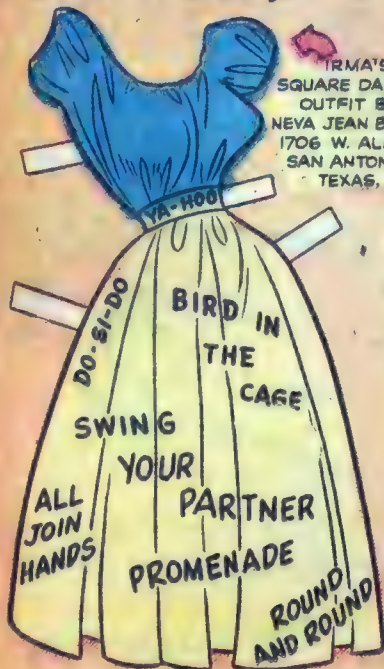


IRMA'S FASHIONS

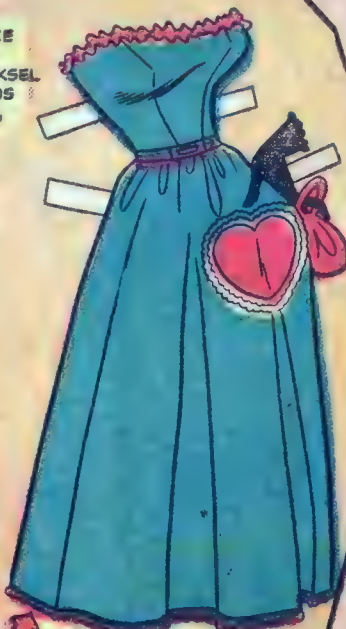
I THINK AL'S AFRAID
THAT SOMEBODY'S GOING
TO KIDNAP ME... HE'S
ALWAYS TELLING ME
TO WATCH MY
FIGURE!



POSE AND
BATHING SUIT
DESIGNED BY:
KAREN WILKENS
1200 UNITED ST.
KEY WEST,
FLA.

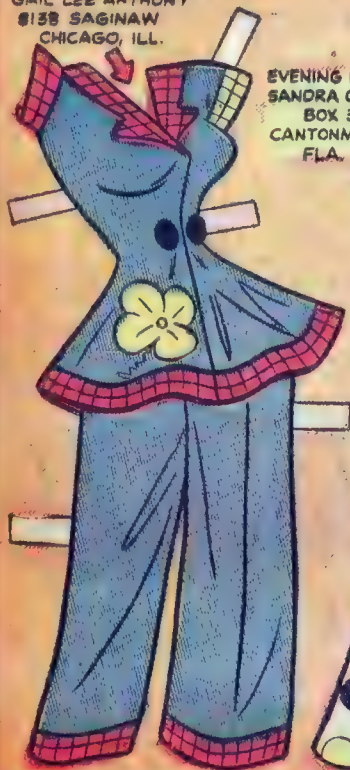


IRMA'S
SQUARE DANCE
OUTFIT BY:
NEVA JEAN BICKSEL
1706 W. ALAMOS
SAN ANTONIO,
TEXAS.



PARTY FROCK BY:
MARY ELLEN SAUNDERS
15366 CHEYENNE
DETROIT, MICH.

SMOCK AND PAJAMAS BY:
GAIL LEE ANTHONY
8138 SAGINAW
CHICAGO, ILL.



EVENING DRESS BY:
SANDRA COMPTON
BOX 306
CANTONMENT,
FLA.



SAILOR
PLAYSUIT BY:
MARYANNE
LENGREHI
65 BLEECKER ST.
JERSEY CITY,
N.J.

BECOME A MEMBER OF
IRMA'S FASHION CLUB!

SEND YOUR FASHION IDEAS TO:
"MY FRIEND IRMA"
FASHION CLUB
SUITE 1404
350 5TH AVE.
NEW YORK (1), N.Y.

IRMA'S DEPARTMENT OF UTTER CONFUSION!

HI, EVERYBODY!

AL SAYS I SHOULD SAY SOMETHING FUNNY ON THIS PAGE, BUT MRS. O'REILLY ASKED WHY **THIS** PAGE SHOULD BE ANY DIFFERENT FROM THE **REST** OF THE MAGAZINE? YOU WONDERFUL READERS HAVE BEEN SENDING ME SO MANY IRMA-ISMS, THAT I'M EVEN BEGINNING TO TALK LIKE IRMA! COME TO THINK OF IT, I **AM** IRMA! JANE COMPLAINS BECAUSE THE THINGS I SAY DON'T MAKE SENSE... BUT WHAT DO I CARE AS LONG AS THEY MAKE **DOLLARS**! I'VE GOTTA GO NOW BECAUSE I HAVE SOME SEWING TO DO... MRS. O'REILLY SAID I SHOULD BUTTON UP MY LIP AND I'VE GOTTA FIND THE RIGHT SIZED BUTTON!

IRMA'S SHORTS BY:
CHARLENE HELTZMAN
531770 2ND ST.
CLINTON, MO.

THIS MONTH'S
WINNING IRMA-ISM:

JANE: I DON'T SEE HOW FOOTBALL PLAYERS EVER GET CLEAN!

IRMA: OH, JANE, HOW SILLY, WHAT DO YOU SUPPOSE THE SCRUB TEAM IS FOR!

SUBMITTED BY:

ERMA GINNEVAN
88 LACLEDE ST.
PITTSBURGH 11, PA.
AGE 13

THE ELEVEN OTHER IRMA-ISM PRIZE
WINNERS FOR THIS MONTH ARE:

NAME:

PLACE:

HELEN WILKINSON
FRANCIS BICKELHAUPT
JEAN ANN GRAFFO
SHARON KLONTZ
LARRY HOM
BETTY HAHN
SUSAN HALE
DORIS PADILLA
PATTY TOLPINGRUD
JOANNE ROLEY
CAROL SHERMAN

PEKIN, ILLINOIS
CLINTON, IOWA
NEW ORLEANS, LA.
FREEPORT, ILLINOIS
BERKELEY, CALIF.
CHICAGO, ILLINOIS
HICKMAN, KENTUCKY
FORT MYERS, FLA.
BAUDETTE, MINNESOTA
IONE, CALIF.
NIANTIC, CONN.

EACH ONE WILL RECEIVE,
ABSOLUTELY FREE, AN
AUTOGRAPHED DRAWING
OF IRMA BY ARTIST
DAN DE CARLO!

COME BACK, YOU WORM! I'LL TEACH
YOU TO GO AROUND TELLING PEOPLE THAT
I HAVE A FACE LIKE A SICK HORSE!

VOT ARE **YOU** ANGRY
ABOUT? YOU SHOULD
HEAR HOW DER **HORSE**
COMPLAINED!

AND IF ANY OF YEZ
WANTS A PITCHER
OF **ME**, JUST ASK
FER IT! IF YER
A **MAN**, I'LL
COME TO SEE YA
POISONALLY!

SEND YOUR LETTERS TO:
"CONTEST EDITOR--MY FRIEND IRMA"
SUITE 1404, 350 5TH AVENUE.
NEW YORK (1), NEW YORK.

AND ENCLOSE THIS COUPON:

MY NAME IS _____
ADDRESS _____
CITY AND STATE _____
AGE _____

SKINNY GIRLS ARE NOT GLAMOUR GIRLS!

HOW TO ADD Glamorous Curves TO YOUR FIGURE

If you are a normal, healthy underweight person and are ashamed of your skinny, scrawny figure, NUMAL can help you add pounds and pounds of firm, attractive flesh to your figure.

For NUMAL, a doctor-approved formula, contains essential minerals, vitamins and nutrients that may aid your appetite. Then you eat more and enjoy what you eat. But that isn't all. NUMAL contains a food element which is also a great help in putting on weight. So don't let them snicker at your skinny, scrawny figure. A skinny, scarecrow figure is neither fashionable nor glamorous. Remember, the girls with the glamorous curves get the dates. So start NUMAL today. You'll love the taste . . . you'll love the results. **SEND NO MONEY.** Just your name and address. When postman delivers NUMAL in plain wrapper, pay him only \$2 plus postage and C.O.D. fees. Note: You save all postal charges if you send \$2 with order.



These are excerpts from unsolicited and unpaid for testimonials . . .
(Names on request)

"Please send me another bottle of NUMAL. — it has helped me wonderfully. I have gained some weight and feel fine now".
Mrs. M. S. Rella, Mo.

"Numal improved my appetite so much".
S. A. L., Sanford, Fla.

"I am so delighted with NUMAL — it has improved me very much — my friends just rave at me".
M. W. Waycross, Ga.

"I am feeling fine and I can now eat three meals a day . . . Before I started taking NUMAL I wasn't eating well at all but now I have a good appetite".
Mrs. M. D. C., Baton Rouge, La.

"I think NUMAL is wonderful. My husband says I look better and I feel better".
Mrs. C. L., Rutland, Vt.

Medically
Checked and
Approved!

NOTE: The NUMAL Formula has been double-checked, 1st. By one of America's foremost research laboratories. 2nd. By our Medical Director a well-known New York practicing physician. All medical statements in this ad have also been checked by our own Medical Director for accuracy.



SKINNY MEN ARE NOT ATTRACTIVE EITHER

Make no mistake about it—a skinny, scrawny body is no asset in social, business or sports life. So if you are a normal, healthy underweight person, give NUMAL a chance to build you up, put firm flesh on your frame. NUMAL is sold on Money Back Guarantee—it must please you or your money back. You'll like NUMAL. It tastes good, does good. Order yours today.

USE CONVENIENT COUPON NOW



MONEY-BACK GUARANTEE!

If you aren't pleased with results after using one bottle of NUMAL, you get your money back. Fill in and mail coupon now.
NOTE: If underweight persists see your doctor.

U. S. NATURE PRODUCTS CORP.

3560 Broadway, Dept. 97H New York 31, N. Y.

SEND NO MONEY! ORDER ON APPROVAL!

MAIL COUPON TODAY!

U. S. NATURE PRODUCTS CORP.

3560 Broadway, Dept. 97H New York 31, N.Y.

Send me at once a jar of NUMAL with the understanding that it must put weight on me or you'll refund my money after the first jar. I'll pay postman \$2.00 plus C.O.D. charges and postage.

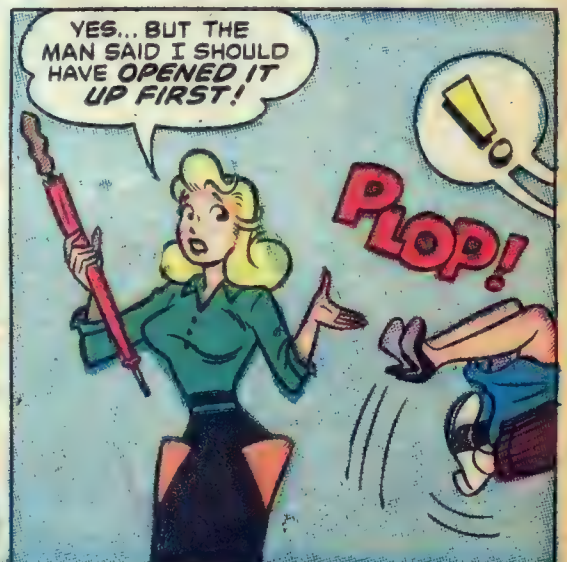
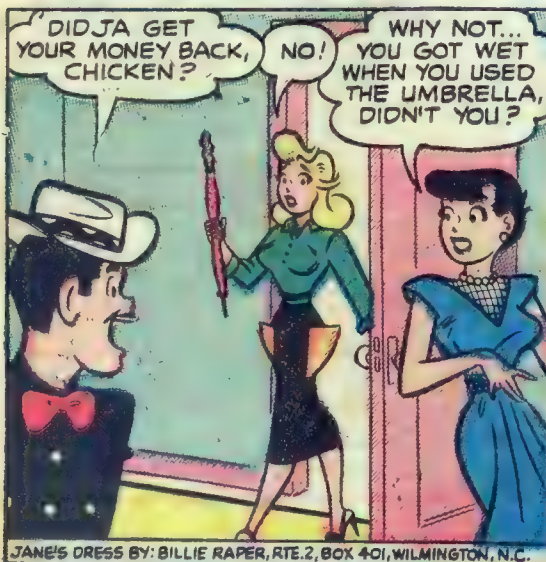
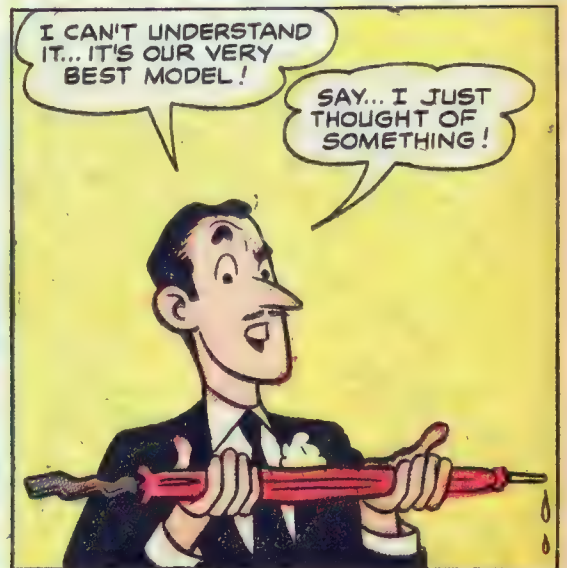
Name

Address

City Zone State

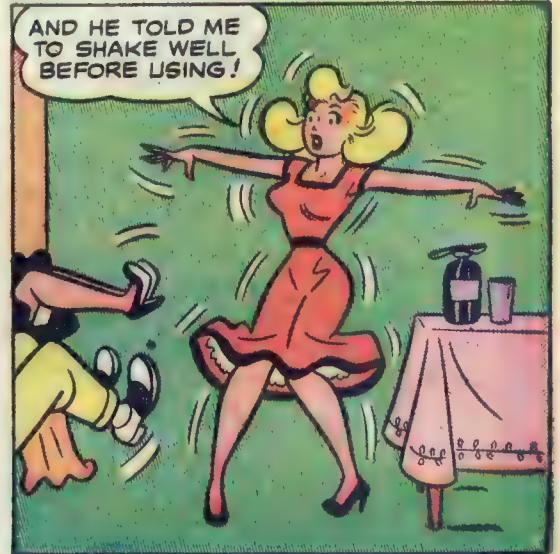
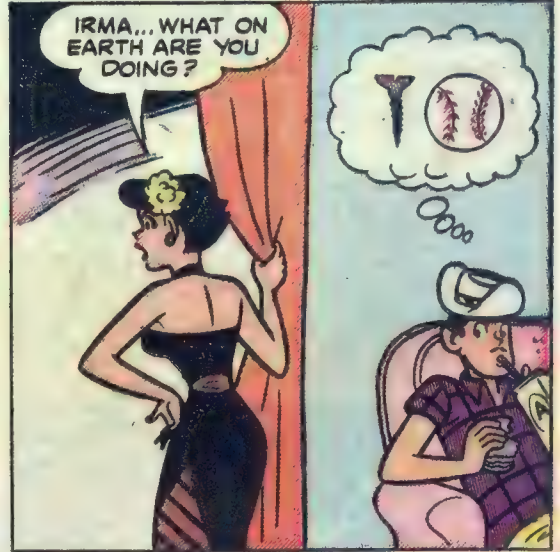
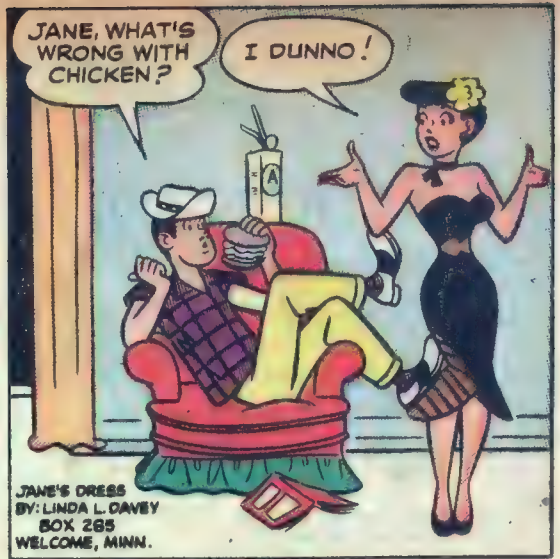
NOTE: If you want to save all postal charges enclose \$2 check, money order or cash. We will pay all postal charges. Same money-back guarantee.

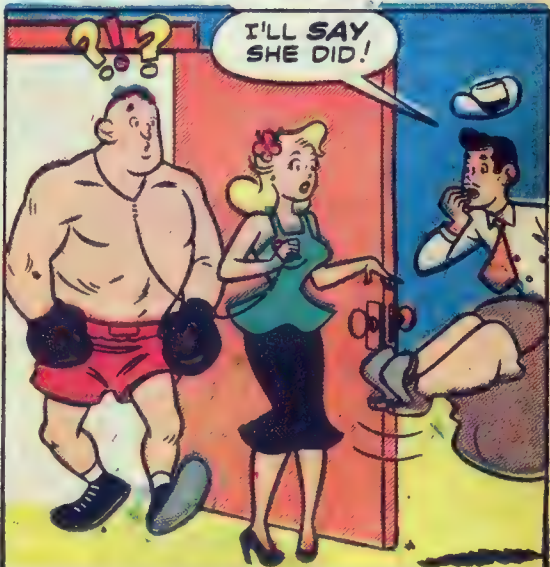
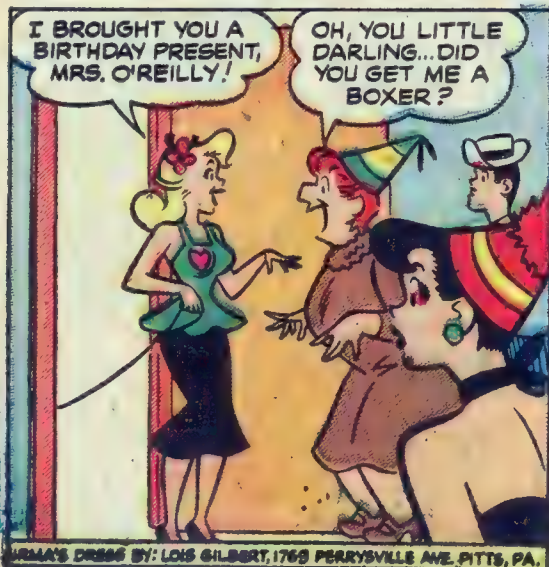
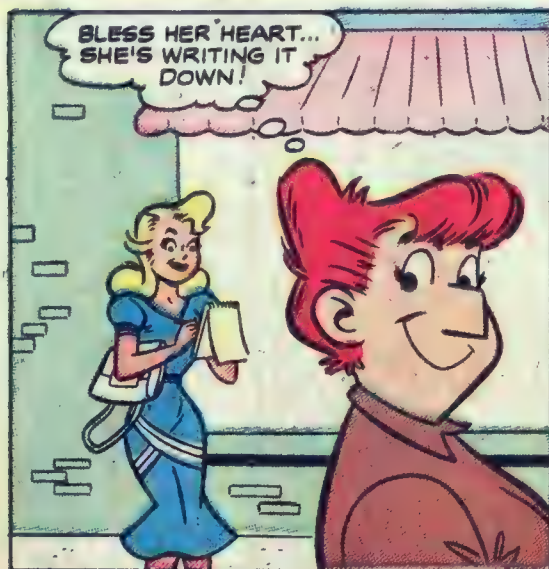
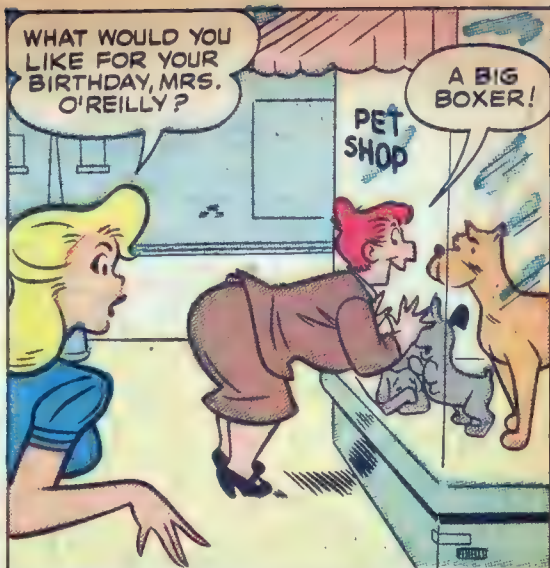
Sorry: Canadian orders cannot be sent C.O.D. Send International Money Order.





2952 D





STAMPS

SHOP BY MAIL

"Polar Bear" Triangle Set—FREE!
2 big beauties, also 5 colored Flag, Danaburg, Will Rogers Air Mail, Midway, 1st 1st commemorative, Bremen, etc.—FREE to approval buyers for 3c postage.
Belmont Stamp Co., Dept. No. 85, Washington 15, D. C.

"HOW To Recognize Rare Stamps!"
FREE BOOK containing nearly 200 illustrations PLUS information that every collector should have!
KENMORE, Richford H-72, Vermont

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New fascinating hobby—interesting packs containing Birds, Butterflies, Acropans, Flowers, Trains and other rare cards—plus catalogue—All for 10c.
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FREE! BORNEO, 3 TRIANGLES!
Midget Triangle, 2 Giant "Cardboard" Triangles, Borneo "Anteater," Tasmania, Porto Rico, others—FREE to approval buyers for 3c postage.
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54 Diff. Roosevelt Stamps, etc.
Big lot 54 Different includes Roosevelt stamps from Monaco & San Marino, also Hitler & Mussolini stamps from Libia, Bohemia & many others. **ALL ONLY 3c** with approvals. **MARYLAND STAMP CO.,** Arlington-M, Baltimore 15, Md.

GIANT AND MIDGET TRIANGLES
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500 Exotic Japan 10c! STAMPS
KENMORE, Richford J-72, Vermont

584-Pg. Catalog 7500 Novelties, Tricks, Hobbies, Fun-makers 10c
More Fun than Carnival, Circus & World's Fair! Time-savers, office supplies, banks, auto & bike novelties, photo items, jokers, tricks, magic, hobbies, hobbies, radio & science items, sporting goods, jewelry, music, party & household goods, live pets, etc. **Coronet, New Yorker, Colliers** call it "most unusual catalog in world." 15¢ thick! Rush 10c with name & address to:
Johnson Smith Co., Dept. 342, Detroit 7, Michigan

Repeating Slingshot
Accurate—Powerful—Sturdy
For target—hunting—pests—dog training. On market since 1935. Made of non-rust aluminum and steel. Shoots only one-size shot for accuracy. Loads from handle. Magazine holds 150 RB's—Six design features. Send 60c today to:
THE SLINGO COMPANY Dept. X-5 Alexandria, Va.

BILLY the KID
"lucky" SADDLERING \$1.00

An exact copy of Billy's ring—as he wore it in action. Handsomely formed and plated with Rhodium. Massive, impressive, fits any size finger—for Boys and Girls. Cost to you is only \$1.00 (since we are the manufacturers).
SEND NO MONEY! Just clip ad and mail with name and address. Pay postman \$1.00 plus postage. Send cash, and we mail postpaid. Wear for 5 Days. If not delighted return for refund.
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yours FREE...
with each ring

A replica of old Spanish coin found in the ruins of the Alamo in 1836.

FREE
Every CATHOLIC will prize this Gold Finish Pocket Statue
INFANT OF PRAGUE with carrying case. Also opportunity to earn a valuable premium.
SEND NAME AND ADDRESS TO
Dept. 12 THE CASEY CO. Prov. 7, R. I.

WORLD'S LARGEST STAMP!
A real curiosity! A stamp so large (7 1/2 x 14 inches) it will occupy a full page in your album. Retail for 50c. Given FREE to approval service applicants sending 3c postage. STAMPS: All other, 500, \$1; 1000, \$2.
TATHAM STAMP CO., Springfield 73 Mass.

"With God"
ALL THINGS ARE POSSIBLE!
Are you facing difficult Problems? Poor Health? A knee or Job Troubles? Love or Family Troubles? Are you worried about some one dear to you? Is some one dear to you drinking too much? Do you ever get Lonely—Unhappy—Discouraged? Would you like to have more Happiness, Success and "Good Fortune" in Life?
If you do have any of these Problems, or others like them, dear friend, then here is wonderful **NEWS—NEWS of a remarkable NEW WAY of PRAYER** that is helping thousands of other men and women to glorious NEW happiness and joy! Whether you have always believed in PRAYER or not, this remarkable NEW WAY may bring a whole NEW world of happiness and joy to you—and very, very quickly too!
So don't wait, dear friend. Don't let another minute go by if you are troubled, unhappy in ANY WAY—we invite you to clip this Message now and mail with 6c in stamps to **MAIL about this remarkable NEW WAY of PRAYER** that is helping so many, many others and may just as certainly and quickly help YOU!
You will surely bless the day—so please, don't delay! Just clip this Message now and mail with your name, address and 6c in stamps to **LIFE STUDY FELLOWSHIP, Box 7512, Noroton, Conn.** We will rush this wonderful NEW Message of PRAYER and FAITH to you by AIR MAIL.

BOYS—IT'S FREE!
"THE WONDERS OF CHEMISTRY"
This exciting new book shows how to amaze your friends with chemical magic, describes many fascinating home experiments, tells of fun, this is a book for boys who love chemistry. Special activity—Send today!
THE PORTER CHEMICAL COMPANY 29 Prospect Avenue Hagerstown, Maryland

SONG POEMS Wanted
To Be Set to Music
Send your poems for free examination. Any subject. PHONOGRAPH RECORDS MADE.
Five Star Music Masters 327 Beacon Bldg., Boston, Mass.

Ugly BLACKHEADS OUT IN SECONDS
Keep your complexion free of Blackheads this new way—look attractive instantly!
Try VACUTEX
Blackhead-Remover
The amazingly effective Vacutex extracts Blackheads automatically—WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

AT YOUR DEALER OR USE COUPON
10 DAY TRIAL COUPON
BALLCO PRODUCTS CO., Dept. 280 5—
19 West 44th St., New York 18, N. Y.
☐ Enclosed find \$1. Send postpaid.
☐ Send 10¢ in 10¢ I will pay postman \$1 plus postage. \$1 refund if not delighted.
SORRY NO C.O.D.'s OUTSIDE U.S.A.

NOW! WALT DISNEY CHARACTER MASKS ON WHEATIES BOXES
© WALT DISNEY PRODUCTIONS
DONALD DUCK, CINDERELLA, MICKEY MOUSE, DUMBO, PINOCCHIO, BRER RABBIT, BABY, LUCIFER
"Wheaties" is a registered trademark of General Mills
NO BOXTOPS TO SEND! CUT 'EM RIGHT OFF THE PACKAGE

My Friend

IRMA

IRMA, GIVE ME A HAND WITH THIS PAINTING!

GOSH, JANE, YOU KNOW I CAN'T PAINT!

JANE'S DRESS BY:
PATSY HILLARY,
SPIRIT LAKE,
IOWA

by
Stan Lee

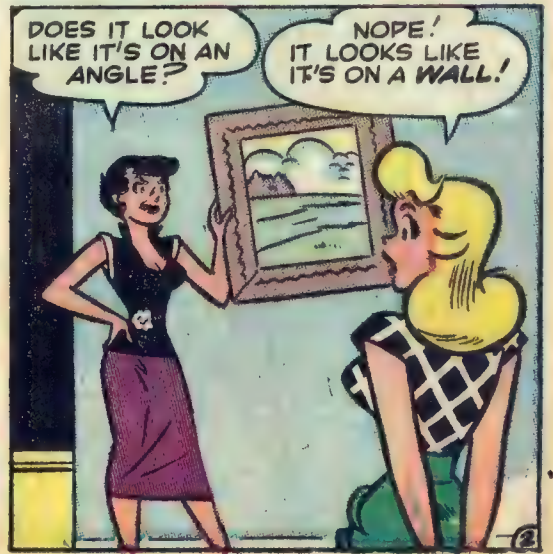
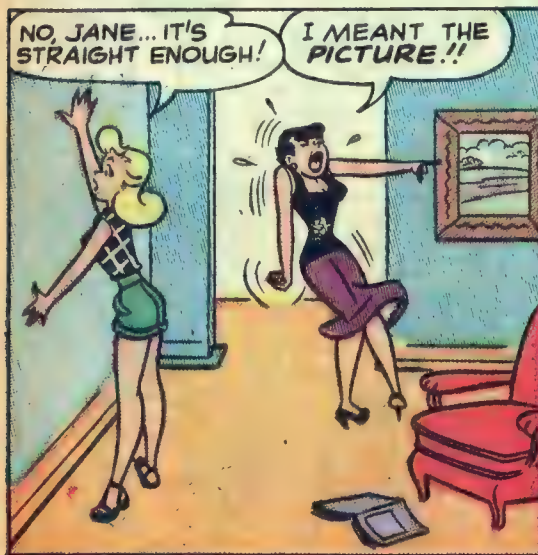
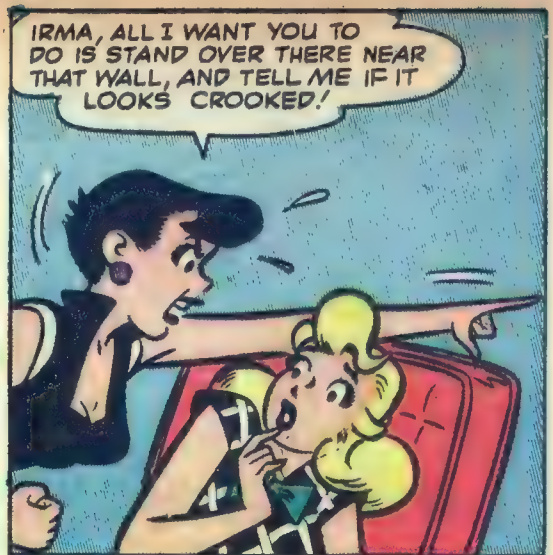
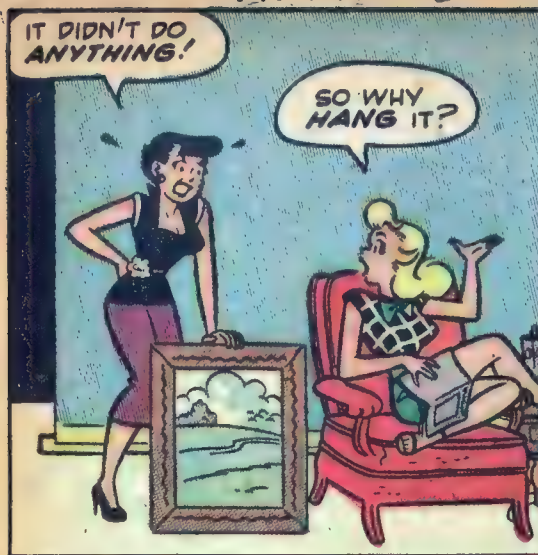
IRMA'S OUTFIT BY:
ELIZABETH NYLAND,
ZIONSVILLE, INDIANA

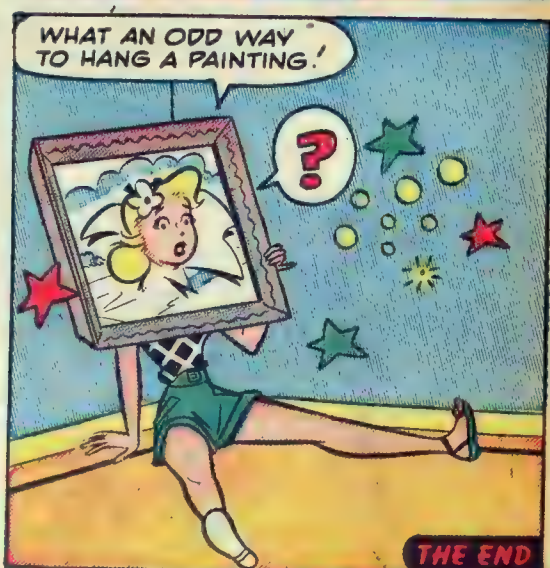
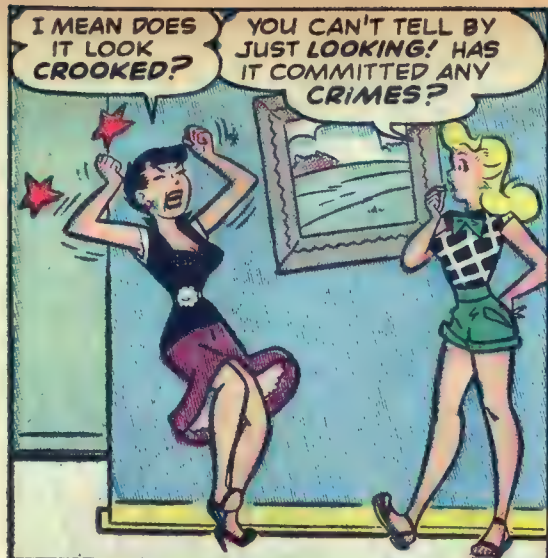
WHO SAID
ANYTHING
ABOUT
PAINTING?

I DON'T KNOW...
GIVE ME A
HINT!

LET'S START ALL
OVER AGAIN... I'M
TRYING TO HANG
THIS PAINTING!

WHY?
WHAT DID
IT DO?





Miss Lee - Fashions

Style #633 MISTY LACE

Sheer enchantment with the magic of lace! . . . Exquisitely lovely sheer-net clings lovingly over bared shoulders to a figure-carassing bodice of imported Chantilly Lace that falls into a graceful peplum and cascades helplessly to the hemline of the widest of wide filmy dancing skirts (over its own slip). Colorful blushing flowers highlight a tiny waist. In Superb Quality Celanese Taffeta and Marquisette-net

Imported
Chantilly
Lace

IN BEWITCHING COLORS:

- BLACK • AQUA
- WHITE • ROSE

IN ALL SIZES

9-11-13-15-17
10-12-14
16-18-20

only **9⁹⁸**

16½-18½-20½
22½-24½-26½
38-40-42
44-46-48

only **10⁹⁸**



Style #585C DARE DEVIL

Head for his heart in a dress that rises to every occasion . . . Striking red, white and black checks enhance spreading bat wing sleeves and the coquettish kick pleat. Pert Peter Pan collar tops a row of bosom-flattering buttons parading to the nipped in waist . . . Sultry stem-slim skirt.

IN CHECKS
OR STRIPES



IN ALL SIZES
9-11-13-15-17
10-12-14-16-18-20

only **7⁹⁸**

16½-18½-20½
22½-24½-26½
38-40-42 44-46-48

only **8⁹⁸**

Style #585S

Black and White
Red and White
Stripes

Send 10¢
for our
latest
catalog!

Style #585S



SENT ON APPROVAL - 10 DAY FREE TRIAL

MISS LEE-FASHIONS, Inc., Dept. 1112
22 West 48th Street, New York 19, N. Y.

Please send me the following dresses in styles, sizes and colors indicated. If not delighted I may return dress within 10 days for refund.

Style No.	Size	First Color Choice	Second Color Choice

- ☐ I enclose \$1.00 deposit. I'll pay postman balance plus postage.
- ☐ I enclose full amount, you pay postage.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

My Friend

IRMA

IRMA, I'M GOING TO AN IMPORTANT CONFERENCE TODAY AND I WANT YOU TO COME WITH ME FOR DICTATION!

GEE, IT'S TOO BAD DICTATION CAN'T COME BY HERSELF!

by
Stan Lee

IRMA'S DRESS BY:
MARLENE HARDEN
1619 N. LEFFINGWELL
ST. LOUIS, MO.

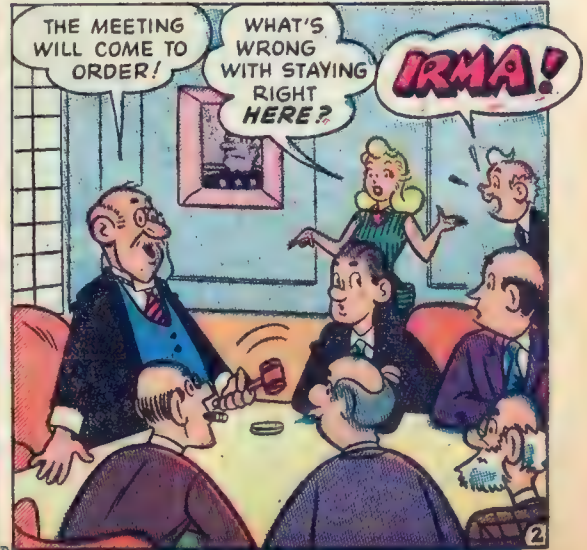
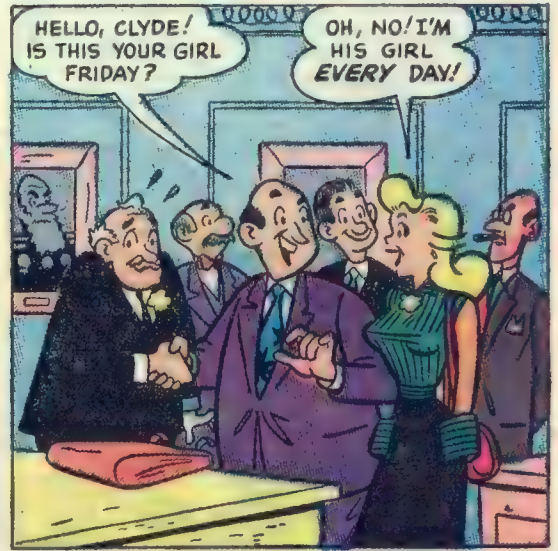
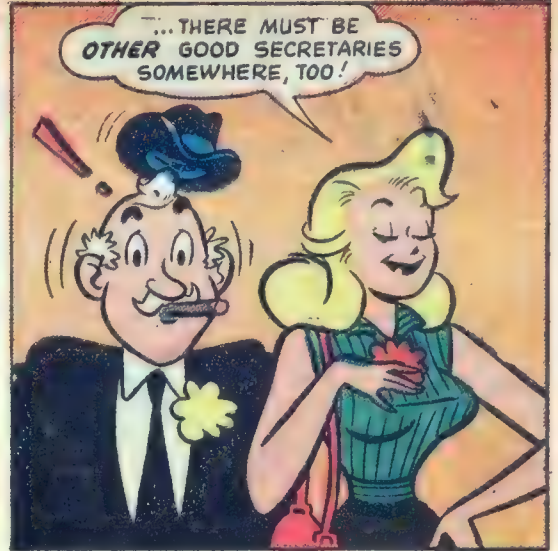
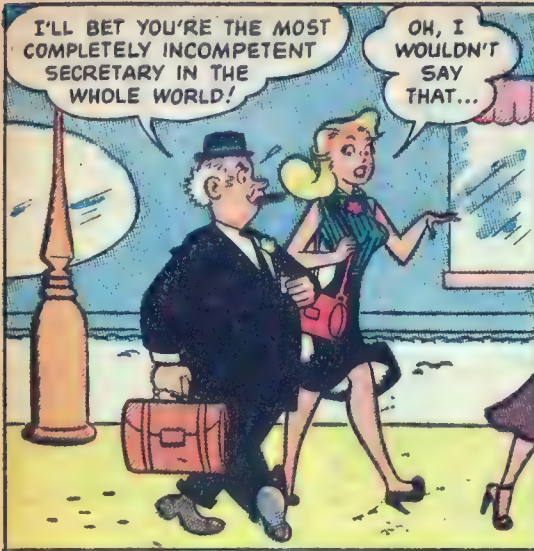
9260

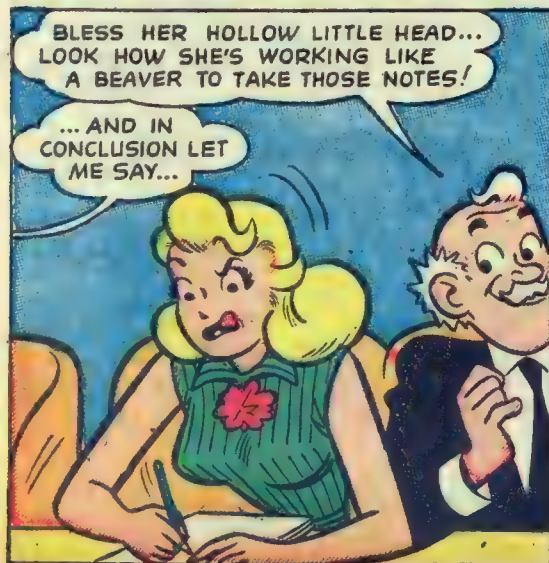
REMEMBER, I WANT YOU TO WRITE DOWN EVERYTHING YOU HEAR TODAY!

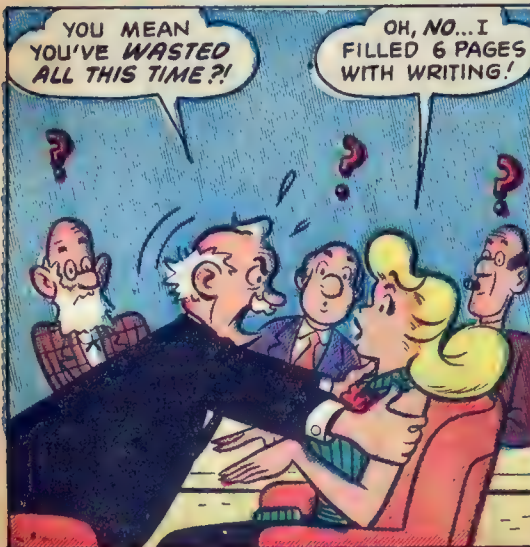
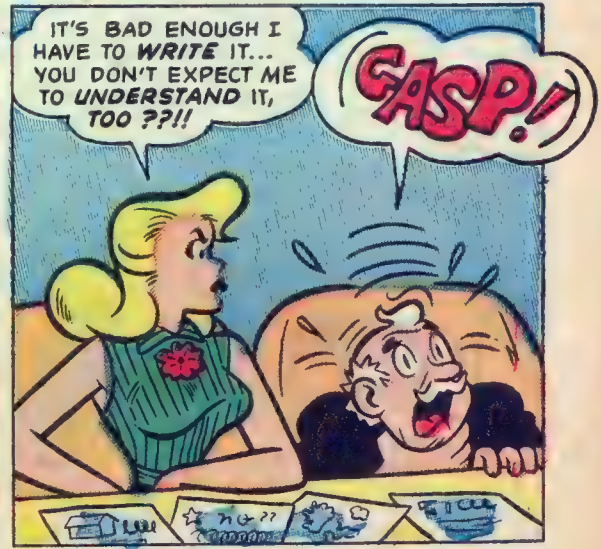
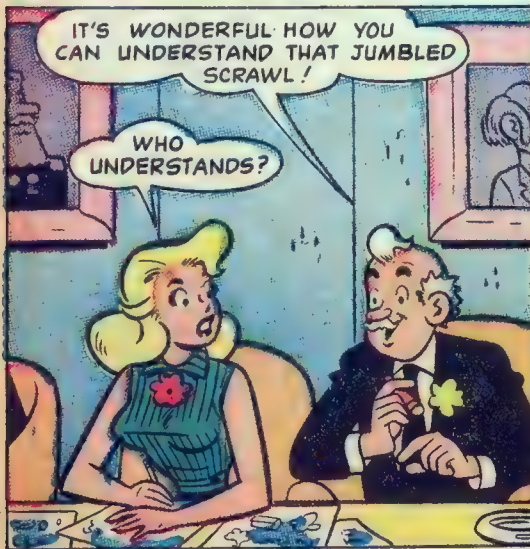
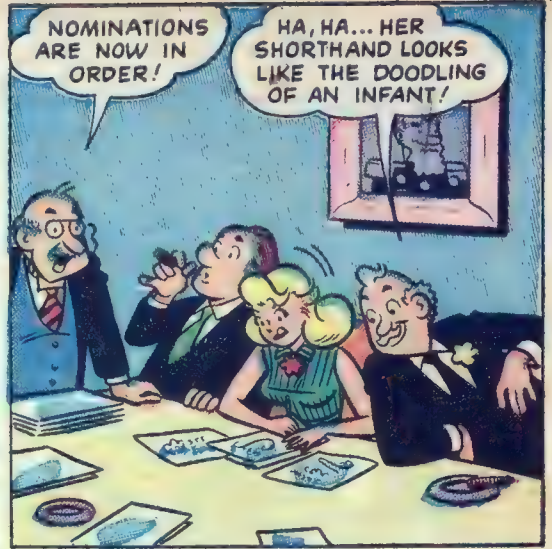
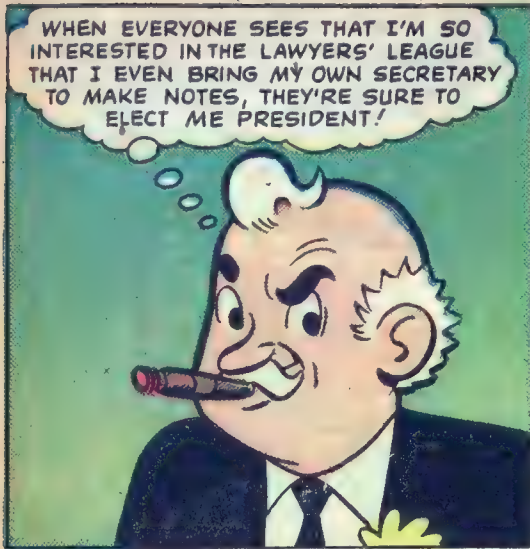
GOOD AFTERNOON!

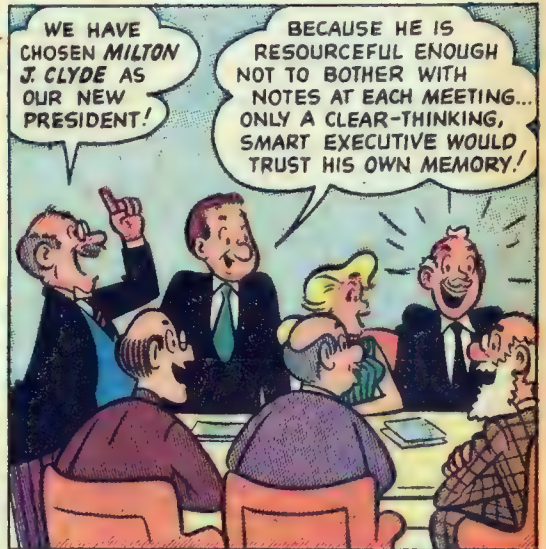
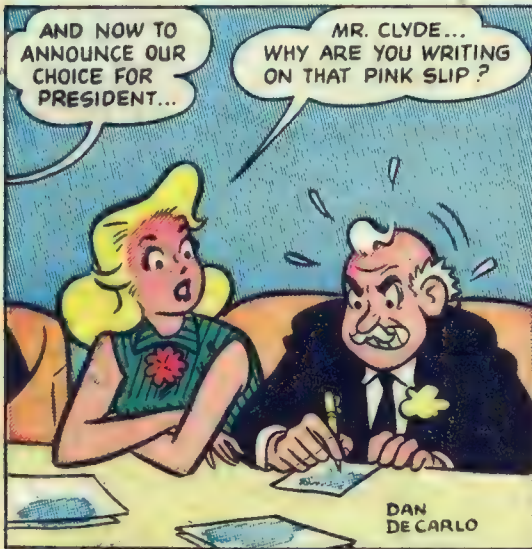
HOW DO YOU SPELL "AFTERNOON"?

IRMA... NOT UNTIL WE'RE AT THE CONFERENCE!









Reducing Specialist Says:
LOSE WEIGHT

Where
It
Shows
Most

REDUCE

MOST ANY
PART OF
THE
BODY WITH



Spot Reducer

Relaxing • Soothing
Penetrating Massage

FOR GREATEST BENEFIT IN REDUCING by massage use SPOT REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.



PLUG IN
GRASP
HANDLE
AND
APPLY



TAKE OFF EXCESS WEIGHT!

Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY Without Risking HEALTH

Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE!

LIKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only \$1 for your Spot Reducer on approval. Pay postman \$8.95 plus delivery—or send \$9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

SENT ON APPROVAL—MAIL COUPON NOW!

ALSO USE IT FOR ACES AND PAINS



CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.



MUSCULAR ACES:

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

LOSE WEIGHT OR NO CHARGE

USED BY EXPERTS

Thousands have lost weight this way—in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

SPOT REDUCER CO., Dept. E547
318 Market St., Newark, New Jersey

Please send me the Spot Reducer for 10 days trial period. I enclose \$1. Upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name

Address

City State

☐ **SAVE POSTAGE**—check here if you enclose \$9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.

LOSE WEIGHT OR NO CHARGE

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!

*Mothers-
Housewives-
HERE'S AN AMAZING
New Plan!*

Gorgeous Dresses for You *without* *paying 1¢...*

YOUR CHOICE
OF MORE THAN
100 BEAUTIFUL
NEW STYLES

AND OPPORTUNITY TO EARN UP TO \$7.00 IN A DAY
IN EASY DELIGHTFUL SPARE TIME VISITING!



↑
COLOR-SWEPT
NAVY—Luana
Falle—two
feather-stitched
bands of exciting
color sweep
across bodice
and down the
skirt.

→
LUSTROUS—
GABARDINE—
charming, youth-
ful, exquisitely-
tailored suit—Robin Red,
Sherwood Green, Navy
Shen.

→
AT FAR RIGHT
WONDERFUL LYNNIN—
gayly checked with color-
ful gingham. Colors—
Boxwood Green or Blue-
bonnet.

No wonder thousands of happy women everywhere are raving about this amazingly easy plan to get dresses WITHOUT PAYING ONE PENNY! It's so simple! We send you ABSOLUTELY FREE the famous Harford Frocks full color presentation showing more than 100 latest dress styles at LOW, MONEY SAVING PRICES. You show them to friends, neighbors, fellow-workers and members of your family... send in as few as 3 orders... and presto!... you select a dress for yourself, your own style, fabric, and size, and it's yours, without paying even one penny! You can get dress after dress this delightfully easy way, and be doing your friends a big favor, bringing them the very latest fashions at astonishing low prices. Yes... all gorgeous, fine quality fabrics... all sizes, even stouts... and not only dresses, but also suits, sportswear, lingerie, hosiery, children's wear, etc. You need no experience, and you can do all this in your spare time. Mail the coupon at once for FREE Sample Outfit, and see for yourself.

**Imagine! Up to \$7.00 in a Day
For Your Spare Time!**

And here's more great news! If you prefer, you can make good money taking orders—actually up to \$7.00 in a single day—because famous Harford Frocks are so exclusive, so well made, so utterly charming, and such wonderful values, that dozens and dozens of women who see them will give you their orders. Yes, when you rush the coupon below you are entering on an exciting adventure... dresses of your own without cost—money of your own for all the things you'd like to have. No matter where you live or what your age, rush this coupon now. **SEND NO MONEY.** Everything you need to start will be rushed to you **ABSOLUTELY FREE!**

Mail
Coupon Now
...Everything

FREE

You've never seen such an elaborate, costly presentation of dresses, and it's all yours—ABSOLUTELY FREE—just for sending this coupon. You'll see a complete collection of gorgeous styles, showing full real colors and in every kind of quality fabric—nylons, rayons, cottons, woolens, crepes—guaranteed to fit and wear and launder or money back—and at sensational money-saving prices. You don't pay one penny now or ever for this wonderful presentation. Hurry! Rush coupon and it will be on the way to you **ABSOLUTELY FREE.**

HARFORD FROCKS, Inc.
DEPT. E 2105 CINCINNATI 25, OHIO



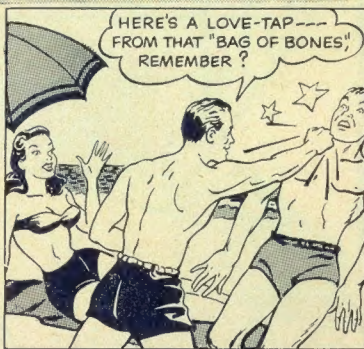
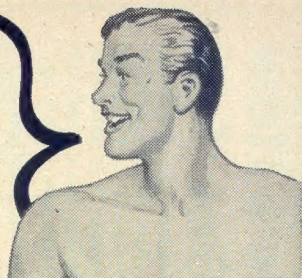
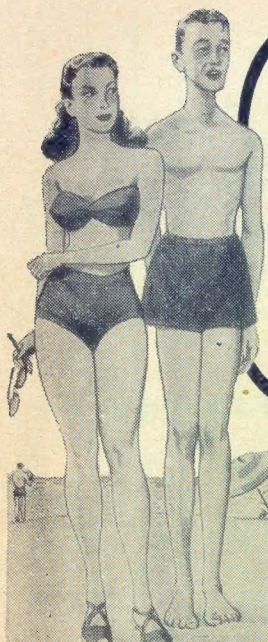
HARFORD FROCKS, Inc.
Dept. E 2105 Cincinnati 25, Ohio

Rush Absolutely Free the complete Harford Frocks Style Presentation so I can start quickly getting personal dresses without paying one cent for them and making money in spare time.

Name _____
Address _____
City _____ State _____
Dress Size _____ Age _____
Paste This Coupon on Postcard—and Mail

Hey SKINNY!

...YER RIBS ARE SHOWING!



I Can Make YOU a New Man, Too, In Only 15 Minutes a Day!

CHARLES ATLAS

Holder of title, "The World's Most Perfectly Developed Man."



PEOPLE used to laugh at my skinny 97-pound body. I was ashamed to strip for sports or for a swim. Girls made fun of me behind my back. THEN I discovered my body-building system, "Dynamic Tension." It made me such a complete specimen of manhood that I hold the title, "The World's Most Perfectly Developed Man."

What's My Secret?

When you look in the mirror and see a healthy, husky, fellow smiling back at you — then you'll be astonished at how fast "Dynamic Tension" GETS RESULTS! It is the easy, NATURAL method and you can practice in the privacy of your own room — JUST 15 MINUTES EACH DAY. Just watch your scrawny chest and shoulder muscles begin to swell... those spindly arms and legs of yours bulge... and your whole body starts to feel "alive," full of zip and go!

Thousands are becoming husky — my way. I give you no gadgets to fool with. With "Dynamic Tension" you simply utilize the dormant muscle-power in your own body — watch it grow and multiply into real, solid LIVE MUSCLE.

FREE My 48 Page Illustrated Book is Yours — Not for \$1.00 or 10c — But FREE

Send for my book, *Everlasting Health and Strength*. 48 pages of photos, valuable advice. Shows what *Dynamic Tension* can do, answers vital questions. A real prize for any fellow who wants a better build. I'll send you a copy FREE. It may change your whole life. Rush coupon to me personally: Charles Atlas, Dept. 60 L, 115 E. 23rd Street, New York 10, N. Y.



CHARLES ATLAS, Dept. 60 L
115 East 23 St., New York 10, N.Y.

Send me — absolutely FREE — a copy of your famous book, *Everlasting Health and Strength* — 48 pages, crammed with photographs, answers to vital questions, and valuable advice. This book is mine to keep, and sending for it does not obligate me in any way.

Name..... Age.....
(Please print or write plainly)

Address

City..... State.....

PRIZES

FOR YOU

Here's How To Get 'Em!

Every year thousands of Boys and Girls get fine prizes like these. Most prizes shown here and dozens of others in our Big Prize Book are GIVEN WITHOUT A CENT OF COST for selling one order of 45 Xmas Packs at 10c each. Some of the prizes require extra money as stated.

It's easy to sell these pretty Xmas Packs to your family, friends, and neighbors. Each Pack contains 2 beautiful Xmas cards, 2 envelopes and 8 sparkling Xmas Seals—all for 10c. When sold send us the money and choose your prize from the Big Prize Book, or take 1/3 cash commission. Many boys and girls sell the packs in one day and get their prize AT ONCE. You can too!

Mail the coupon TODAY for one order of Xmas Packs and that big prize book showing 75 exciting prizes to choose from.

Send no money—we trust you.

AMERICAN SPECIALTY COMPANY
Dept. 792, Lancaster, Pa.

MANY MORE PRIZES

See them in the Big Prize Book
Dolls, Chemistry Set, Cap Gun and Holter,
Cinderella, Wrist Watch, Football, Ukulele,
Table Tennis, Movie Projector, Flash Camera.

AMERICAN SPECIALTY COMPANY
Dept. 792, Lancaster, Pa.

Please send me your Big Prize Book and one order of 45 Xmas Packs. I will resell them at 10 cents each, send you the money, and get my prize.

Name _____
Address _____
City _____
State _____

GIRL'S GOLD WATCH



Attractive wrist-fit watch. Beautifully styled in 10k rolled gold plate. Sell one order plus \$1.50.



INGRAHAM GUARANTEED POCKET WATCH
for Men & Boys, with Good Luck Cowboy Fob. Given without cost. Sell one order.

BEAUTIFUL "LAGUNA" PEARLS



Glowing simulated pearls. A 3-strand necklace with matching earrings. Sell one order.

ROY ROGERS



3-POWER BINOCULARS
Matched lenses. Special shoulder strap. Sell one order of Xmas Packs.

DAISY'S COWBOY CARBINE



A fast shooting 1000 shot Air Rifle. Sell one order plus \$2.00.

DICK TRACY CAMERA



A fine camera complete with carrying case. Sell one order.

ELECTRONIC WALKIE TALKIE



Complete 2-way talking system. Just string out the wire and start talking. No batteries needed. Sell one order of Xmas Packs.

ELECTRIC FOOTBALL GAME



Fun & Thrills! The fascination of electricity. Sell one order plus 50¢.

"LAURITA" CARRY-ALL PURSE



A completely equipped purse for girls and ladies. Sell one order.

Our 33rd Year



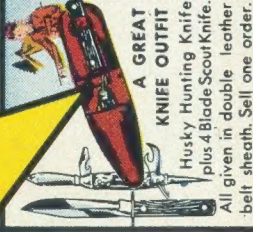
COWBOY JR. GUITAR
Ideal for beginners. Complete instructions for tuning and playing. Nylon strings and shoulder strap. Sell one order plus 75¢.



FABULOUS NEW PEN
Never before a pen like this! Writes 3 COLORS in 3 seconds by simply turning it in your hand. Sell one order of Xmas Packs.



Professional Target Set
Made by Ben Pearson for boys and girls, includes hardwood bow, arm guard, instructions. Sell one order plus 75¢.



A GREAT KNIFE OUTFIT
Husky Hunting Knife plus 4 Blade Scout Knife. All given in double leather belt sheath. Sell one order.



ROY ROGERS WRISTWATCH
A handsome guaranteed watch with cowboy strap & buckle. Picture of Roy Rogers on dial. Sell one order plus \$1.75.